Q. 1. Thinking about vacations and leisure travel, how many out-of-state trips do you think that will you take during the coming year?

- 22.3% 1 trip
- 18.7% 2 trips
- 9.6% 3 trips
- 6.3% 4 trips
- 10.8% 5 or more
- 29.7% Will not take any (volunteered)
- 2.7% Unsure/no answer

Q. 2. During which of the following seasons are you most likely to travel this year, if you do take an out-of-state trip for a vacation? Is it during the...

(sequentially rotated)
- 4.3% Winter
- 5.8% Spring
- 52.8% Summer
- 9.4% Fall...or...
- 3.5% Holiday season
- 16.9% Mixed/combination (volunteered)
- 7.1% Unsure/no answer

Q. 3. Have you ever previously traveled to Myrtle Beach, South Carolina?

- 37.6% Yes
- 62.2% No
- 0.2% Unsure/no answer

Q. 4. During the next year, do you expect to travel to Myrtle Beach, South Carolina? Follow-up, if yes: Would you say that the trip will be a... (randomly rotated)... family vacation, golfing trip, weekend getaway... (ended rotation)... or... something else?

- 4.9% Yes, family vacation
- 2.3% Yes, golfing trip
- 1.9% Yes, weekend getaway
- 1.5% Yes, something else
Q. 5. If affordable direct flights existed between Myrtle Beach and an airport that is near you, would you be more likely to travel to Myrtle Beach, South Carolina?

31.3% Yes
63.8% No
4.9% Unsure/no answer

Q. 6. Supposing for a moment that gasoline costs reach $5 per gallon, what effect do you think it would have on your decision to travel by car or plane to travel to Myrtle Beach, South Carolina? Would you say that you will be... (sequentially rotated)... more likely... it will have no effect... or you will be... less likely? Follow-up for more or less likely: Would that be much more/less likely, or just somewhat more/less likely?

10.5% TOTAL MORE LIKELY
6.1% Much more likely
4.8% Somewhat more likely

37.6% No effect

47.2% TOTAL LESS LIKELY
14.6% Somewhat less likely
32.6% Much less likely
4.2% Unsure/no answer

Finally, I have a few short questions for statistical purposes...

Q. 7. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

19.6% 18 to 29
32.6% 30 to 44
21.6% 45 to 59
24.1% 60 and older
1.7% Refused
4% Unsure

Q. 8. Which of the following do you consider to be your main race? Is it...

78.9% White
11.2 African-American
2.8 Hispanic/Latino
.6 Asian...or...
2.2 Something else
.3 Mixed race (volunteered)
4 Refused
.2 Unsure

Q. 9. Do you have any children in your household under 18 years of age?

35.9% Yes
61.7% No
2.4% Unsure/no answer

Q. 10. Lastly, which of the following income groups includes your total family income last year, before taxes? Just stop me when I read the right category...

10.3% Under $25,000
21.1% $25,000-$50,000
29.8% $51,000-$100,000
13.2% $101,000 to $150,000...or...
6.1% More than $150,000
16.1% Refused
3.3% Unsure

Gender:

47.5% Men
52.5% Women